

# Regional Presentations

# Asia

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Your Value Proposition

- -Why should they work for you?
- -Company Presentation

#### Purpose

- -Explore market
- -Find distributor
- -source product
- -set up business
- -Define realistic targets
- -Who to send?

Preparation

#### Schedule

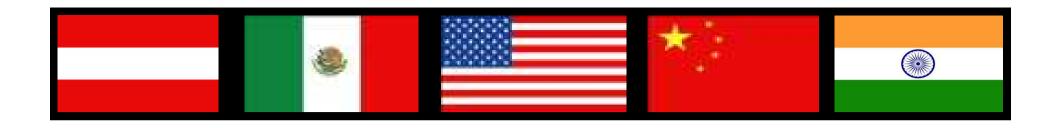
- -Prioritize contacts
- -Travel time
- -Flexibility
- -Jet lag

What to bring

- -Type of clothing
- -Name Cards
- -Gifts
- -Company

Literature





## **The Greeting**

- Shaking Hands
- Name Cards With both hands
- Be careful about misjudging your counterpart
- Names/Titles





## The Meeting

- Small talk Accepting compliments
- Company Introduction
- Working with interpreters –Bring your own
- Indirect communication







### **Informal Communication**

### -Eating

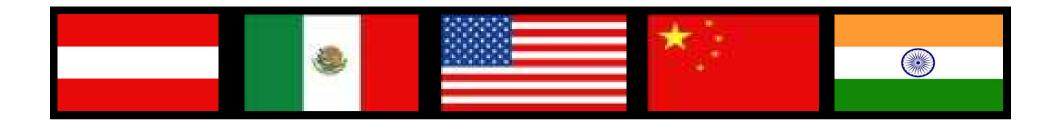
- -Seating arrangements
- -Toasting/Speeches
- -Drinking
- -Do I have to eat everything?
  - -Who Pays?

#### -Indirect Communication

-Use of 3<sup>rd</sup> parties.



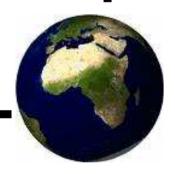




## **Information Gathering**

- Active listening
- Look out for ulterior motives
- Get information from multiple sources Confirmation
- Indirect communication
- Visit the factory!







## Concluding Your Meeting

- Summarize what has been agreed Letter of Intent
- Gift giving
  - What to give?
  - Opening of gifts
  - Seeing people off









## Follow-up

- Follow-up Communication:
  - Thank you notes
  - Meeting Minutes
  - Clarify Open Points
  - Follow-up visits may be necessary!
  - •"Negotiating begins when the contact is signed."
  - L/C's
  - QC support before shipment when purchasing







## Thank You

